

Empress de  
San Francisco  
Ginger

and The  
Tavern Guild  
Foundation  
of San Francisco



## Your Imperial Majesties, Lords and Ladies, Honored Guests:

Thank you for being with me on my final night as the reigning Empress de San Francisco and to welcome our new Empress to carry on our traditions. The Empress concept was created in San Francisco by the Tavern Guild and then nurtured by Jose I, the first Empress of these United States, our Grand Mere, the Queen Mother de San Francisco, the Mother of us all. This City of San Francisco, which I love so much, has given me what I wanted and I have tried hard to repay a debt which I owe to all of you, with love.

My theme has been and will always continue to be "togetherness." I have concentrated on working with all elements of our diverse social and economic population, and with all of the other Courts and Monarchs of our land. I feel we have made great strides in "togetherness." We must do more; we must constantly work at it. There should be no room in our hearts for separation, for self-aggrandizement, for unwarranted criticism, or for racism, sexism, or ageism, for we are all one under the skin. If we can just find the time to think of others and their needs and desires, as we think of ours, if we can find the time to channel our energies and our creativity to common goals, we can accomplish almost anything.

To my Court, Ye Olde Spice Court, words cannot convey my feeling of love for you and the support and work you have done this year. We came in with an extremely large court. We are going out with a large, dedicated Court. That's "togetherness."

When I ran for Empress last year there were two groups of people who affected my life and my future. One was a large group of supporters, the other was a significant group who disliked me intensely. There was no middle group. There were out-of-town people who also did not like me. I am very pleased tonight to count most of these people as my friends. I am more pleased about that than almost anything that has happened this past year.

To those who downgrade the office of Empress and who say the office is dying, I say, "The office is alive and well and will continue to be alive and well unless we destroy it ourselves by our inertia, our lack of support, failure to fulfill our responsibilities, and letting our own egos get in the way of cooperation with each other."

I have been the oldest elected and oldest reigning Empress de San Francisco. Because of that, besides my desire and enjoyment in working with you and for our City, I had to prove to you that age is no deterrent to ability or performance.

To our new Empress, I pledge my support. I urge all of you to do the same.

In Love and Friendship,

Ginger, Empress de  
San Francisco

# Greetings

PRINTING OF TICKETS

COMPLIMENTS OF

**Greta's Wooden Horse**  
**622 Polk Street**  
**San Francisco, CA 94102**  
**(415) 441-9278**

On behalf of the people of the City and County of San Francisco, I am pleased to extend our warmest greetings and best wishes to all of those attending the Coronation '80 Ball, which will be held in our city on Saturday, February 2, 1980, in our beautiful California Hall.

San Francisco is one of the most unique, and wonderful cities in the world, a cornucopia of cultures that is rich beyond measure in diversity and which thrives on variety.

As Mayor of San Francisco, I am honored to welcome you and to have you as a guest in our very special city. Please have a wonderful visit.

Dianne Feinstein  
Mayor



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Dianne Feinstein  
Mayor





# SAN FRANCISCO TAVERN GUILD FOUNDATION

**PRESIDENT**

Wayne Friday

**VICE PRESIDENT**

James J. Bonko

**SECRETARY**

Frederic D. Hilliard

**TREASURER**

Paul Walliker

**BOARD OF****DIRECTORS**

Matthew Edwards

Darryl Glied

Chris Granger

Lee Grass

Randy Johnson

February 2, 1980

## Welcome to the Coronation Ball:

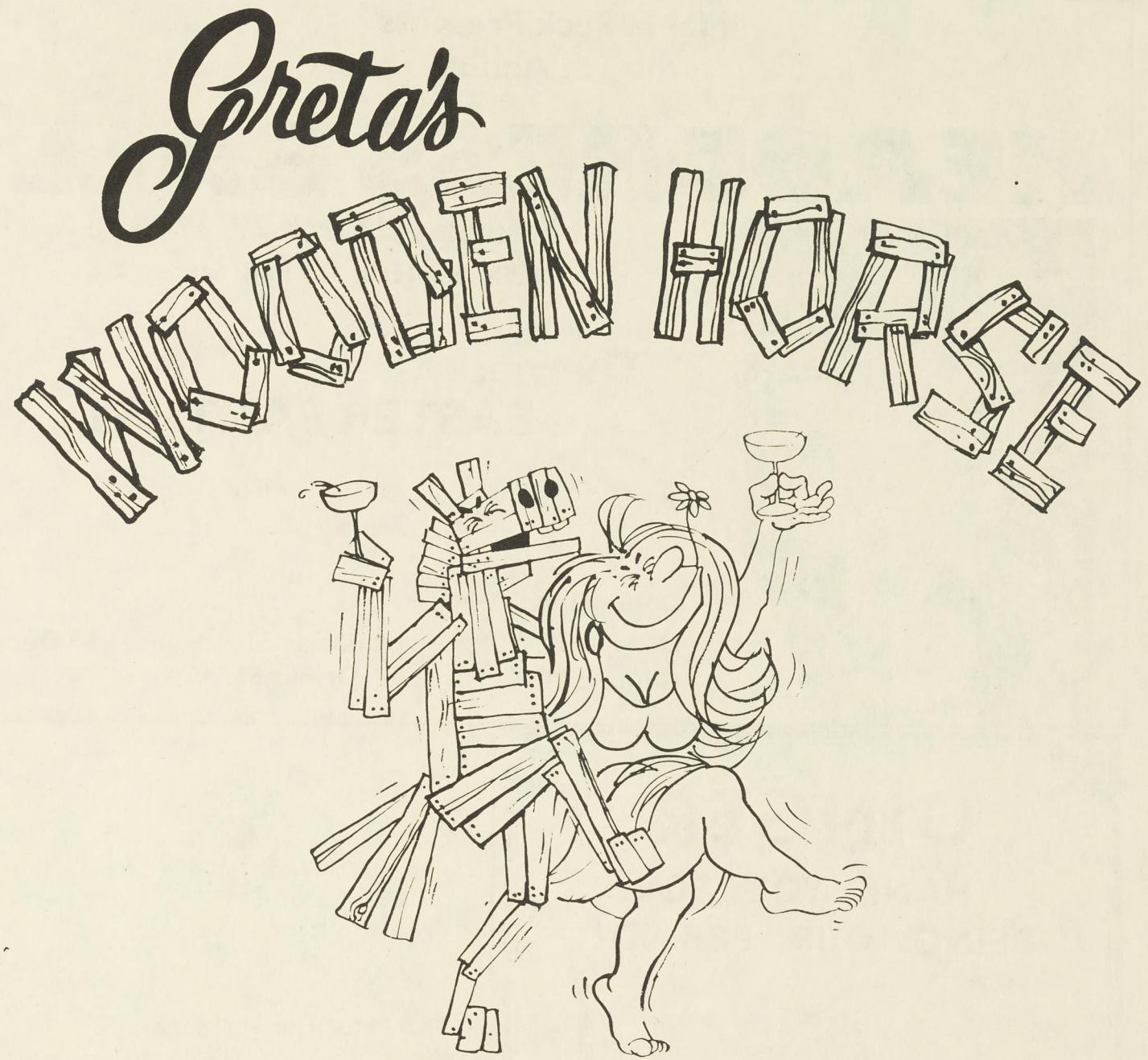
The San Francisco Tavern Guild Foundation and the Empress de San Francisco welcome all who are joining us tonight for Coronation '80 -- "Spices of the Elizabethan Era," the Coronation of Empress XV de San Francisco.

We would like to take this opportunity to sincerely thank the community at large for the support given in the past to the Office of Empress, a "camp" title created some years ago which has served mostly to raise funds for charitable causes in our community. The Office of Empress has raised thousands of dollars over the past few years and we wish to thank all who have continued support through these most difficult times. We hope you will join the new Empress in our effort toward strengthening our conviction to face the future with confidence and faith in our community.

Our Ball Committee has planned an evening of fun, entertainment, and good cheer for you tonight. Enjoy yourself; we are glad you are here.

Our very best wishes,

Wayne Friday  
President



**Welcomes**  
**OUT of TOWN ROYALTY**

**And**

**Thanks GINGER**  
**For a Job Well Done!**

**622 Polk Street 441-9278**

**Just Across from California Hall**

**MaMa Peck Presents  
the 4th Annual**

# **HEADRESS BALL**



**Saturday, March 29, 1980**

**California Hall, 625 Polk Street**

**Theme:  
EASTER FANTASY**

**Doors Open 7PM**

**Dancing 8PM**

**Contest 9PM**

**Donation \$7 Advance - \$9 Door**

**All Drinks \$1.00**

No one under 21 admitted - Not responsible for lost or stolen articles

**GINGER**  
**THANK YOU FOR  
BEING OUR FRIEND!**



**IMPERIAL DOVE COURT de FRESNO**

**presents:**

**CORONATION 1980**

**"A SALUTE TO MOVIE MUSICALS"**

**February 23, 1980**

**Fresno Hilton Hotel**

**7:00 PM**



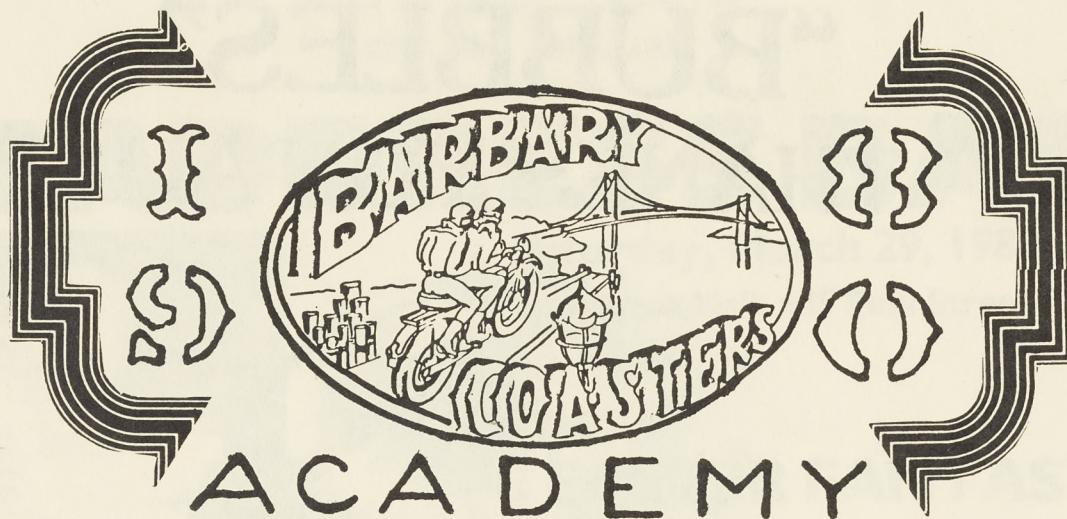
**Thanks for a job well done!**

**Baroness of the Seven Hills  
Eugenia Victoria von Dieckoff**

# **“BUBBLES” THANKS YOU ALL**



**AND TO MY SPONSORS — CITY JOCKS SPORT SHOP,  
FLOYD'S BARBER SHOP, AND PARK BOWL — MY HEART-  
FELT GRATITUDE.**



## ACADEMY AWARDS

SUNDAY - 5 PM - FEB 17, 1980  
CALIFORNIA HALL

MOTORCYCLE SECURITY

AT LAST!

A CONTINENTAL RESTAURANT  
SERVING FINE FOOD

AT MODEST PRICES

IN A MOST ATTRACTIVE SETTING

*Polk  
Street  
Connection*  
a restaurant

Luncheon: Monday thru Friday from 11 A.M.

Brunch: Saturday and Sunday from 11 A.M.

Dinner: Nightly from 5 P.M.

Bob Smith

Bernie Gallagher

Herb Blaser

Frank Smith

1722 Sacramento Street • San Francisco, CA 94109 • (415) 771-1153  
(Between Polk St. & Van Ness Ave.)

PLEASE COMPLETE AND MAIL COUPON NOW!

PLEASE COMPLETE AND MAIL COUPON NOW!<sup>10</sup>  
G.A.D., Box 14752, San Francisco, CA 94114 673-0908

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**2nd ANNUAL EDITION**

**FREE  
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PRIVATE TELEPHONE

I AUTHORIZE AND REQUEST LISTING AND PUBLICATION IN THE 1980 GAY AREA PHONE DIRECTORY, AND THIS AUTHORIZATION IS GOOD UNTIL CANCELLED OR CHANGED.

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Phone: (      ) \_\_\_\_\_

(Signature Required for Publication)

Absolute Closing Date for Listings April 1st, 1980.

(Check here) PLEASE CONTACT ME REGARDING ADVERTISEMENT(S).



**RUSS & JIM  
1750 POLK**

**775-4152**

**OPEN DAILY 10AM - 2AM**

\* . . . an intimate  
place to drink.



.... a saloon

741 o'farrell street  
san francisco, ca 94109  
771-5707



**Thank You GINGER  
for a Spicy Year!**

**Congratulations  
EMPRESS XV de San Francisco!**

**The Promise of the Rose...**

**Emperor VI                      Empress XXII**

*Tom*

*Stephanie  
Foxx*

**and the Imperial Rose Court**

THE WATERING HOLE  
  
6TH AND FOLSOM

**OPEN 6AM DAILY**

**FICKLE FOX**

842 Valencia  
Between 19th and 20th



**JOHNNY EARL  
Sunday thru Thursday**

**DENIS MOREEN  
Friday and Saturday**

Serving Dinner Nightly 6 Until !!!  
Brunch Sunday 11:00 to 3:30

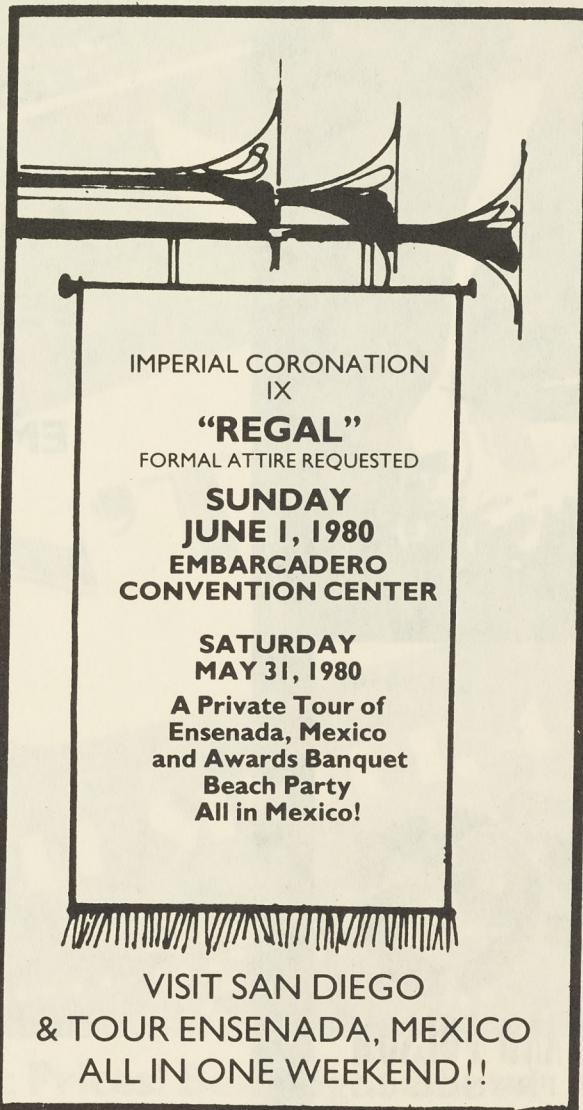
**Reservations Suggested  
826-3373**

THE GOLDEN EAGLE COURT



SAN DIEGO  
AND

H.I.M. EMPRESS NICOLE AND H.I.M. EMPEROR LYLE  
INVITE YOU TO:



LONG LIVE THE EMPRESS OF SAN FRANCISCO!  
LONG LIVE THE MONARCHY!

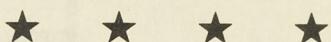


621-9450

**OEBES**

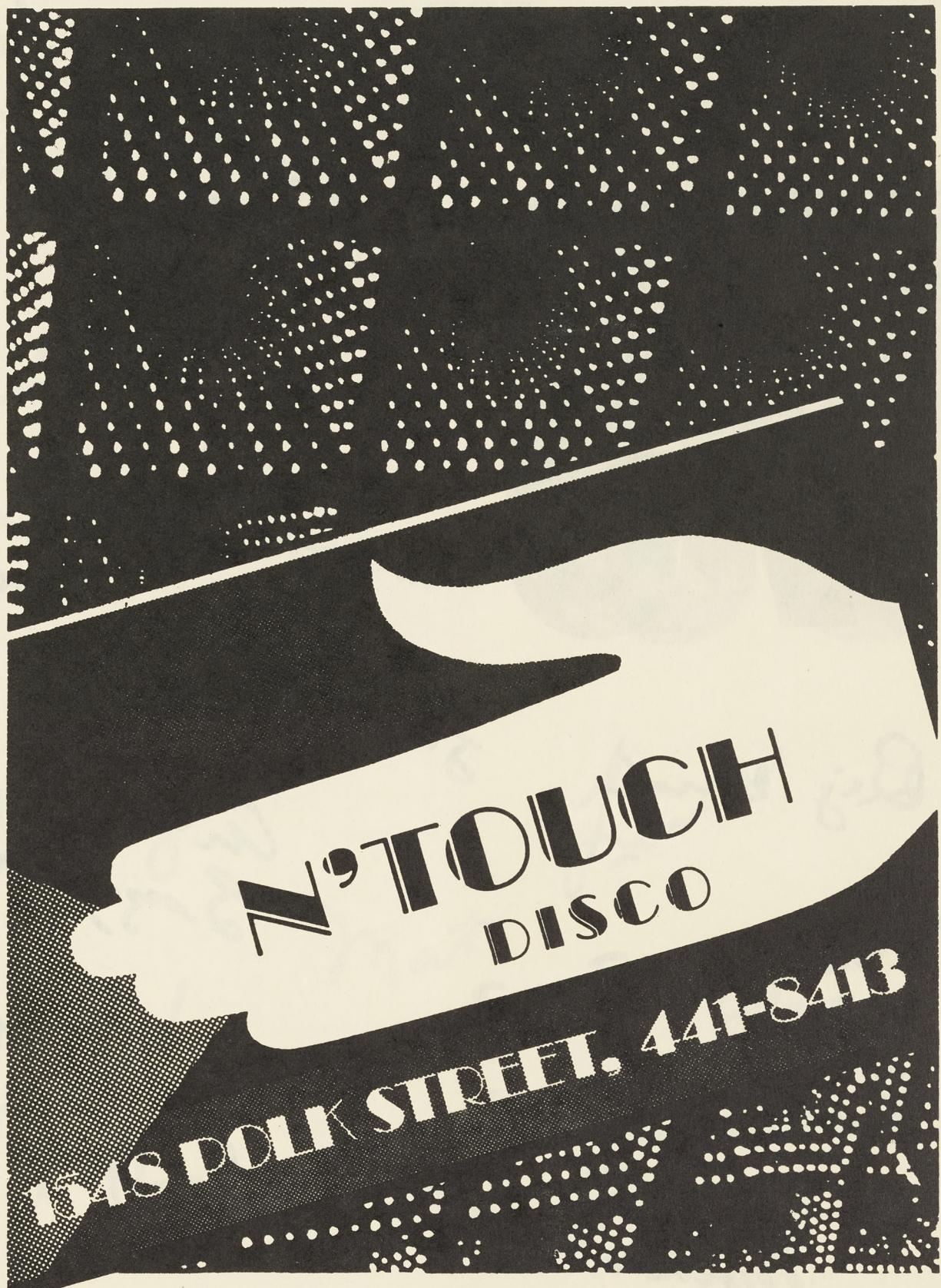
ELEVENTH AND FOLSOM  
SAN FRANCISCO

**CONGRATULATIONS**  
to  
**EMPRESS XIV GINGER**  
for  
a wonderful  
year



**BEST WISHES**  
to  
**EMPRESS XV**

From the Staff & Management



**Best Prices! Best Light Show!**

THANK YOU GINGER  
FOR

'79

*Delicious  
as ever*

Reba

*Richard, Sighs  
George*

Big Unal

*Jimmy*

*Anthen  
Suzman*

Hawaiian For Jon

Corky

Rudy

Mother Woods

Jon Jon

YOUR TENDERLOIN

CONGRATULATIONS  
EMPRESS XV

Sweet William  
Candi Cayne

'80

Krystal

Bol

Jing

Laurie

Mat

Cris

michael  
Wagner

Tendaloni  
Tessaie

BARTENDERS

**THE CZAR OF THE SEVEN  
HILLS OF SAN FRANCISCO**



**I Clawed My Way  
To The Middle**

H. R. H. RANDY JOHNSON

**THANKS MOM!**

**YOUR SON/DAUGHTER**

*Rémy*



**Mr. Circus-Circus**

# **CORONATION '80**

## **Spices of the Elizabethan Era**

- |         |  |
|---------|--|
| 6:30PM  | Doors Open   |
| 7:00PM  | Introduction of MC's   |
| 7:05PM  | Entrance of Their Imperial Majesties, The Emperor and Empress,<br>Chuck Demmon and Ginger                              |
| 7:10PM  | Invocation by Rev. Bill Tye<br>Welcome by Wayne Friday   |
| 7:15PM  | Introduction of the Imperial Trident Court of the Emperor  |
| 7:25PM  | Introduction of Ye Olde Spice Court of the Empress   |
| 7:35PM  | In-Town Introductions  |
| 8:00PM  | Entertainment and Intermission   |
| 8:30PM  | Introduction of Visiting Courts  |
| 10:00PM | Entertainment and Intermission   |
| 10:30PM | Presentation of Empress Candidate Tessie   |
| 10:38PM | Presentation of Empress Candidate Connie   |
| 10:46PM | Presentation of Empress Candidate Remy Martin  |
| 10:54PM | Presentation of Empress Candidate Bubbles  |
| 11:00PM | Introduction of Inactive Members of the Imperial Privy Council<br>Introduction of the Imperial Family of San Francisco |
| 11:20PM | Special Proclamations  |
| 11:30PM | Coronation Ceremony  |

**Lords and Ladies of The Court,  
Kind Gentlemen and Fayre Maydens of the Realm . . .**

We wish to extend most gracious and courteous  
acknowledgements to Her Royale Majesty,

---

**GINGER, EMPRESS DE SAN FRANCISCO XIV**

---

during Her reign of ye Grande Exotic Land.

All heartfelt good wishes and myriad accolaydes  
are bestowed upon Her New Majesty to be crowned . . .

---

**EMPRESS DE SAN FRANCISCO XV**

---

May Her New Majesty adorn the Empire with much joy  
and great mirthgiving.

Prithee, and also much pomp and much circumstance  
as befits Her stature whilst on the Throne.

It behooves us to offer much fond congratulatory offerings  
to Her New Majesty from the Four Great Halls  
of Revelry and Fine Feasting in Her Realm . . .

**THE \*P.S., THE MINT,  
CASA DE CRISTAL  
and  
CHURCH STREET STATION**



# THE IMPERIAL EXECUTIVE PARLIAMENT

MINISTRESS OF COURT PRESENTATIONS Empress I de Santa Monica Mai Tai	MINISTER OF ADVERTISING Imperial Prince Monte Reddick	MINISTER OF THE EXCHEQUER Imperial Prince Bob Applebee
MINISTER OF PRESENTATIONS Imperial Prince Alex Buiel	MINISTER OF PRINTING King Father VI of California Lou Greene	MINISTRESS OF GOOD WILL Imperial Princess Vivian
MINISTRESS OF SOCIAL PROGRAMS Imperial Princess Blossum	MINISTRESS OF TYPESETTING Imperial Princess Leona	MINISTER OF INFORMATION Imperial Prince Jim Danley
MINISTRESS OF ENTERTAINMENT Imperial Princess Pooh Bear	MINISTER OF CONSTRUCTION Imperial Prince Doyle Barfield	MINISTER OF POSTAL SERVICE Imperial Prince Steve McBride
MINISTER OF ENTERTAINMENT Imperial Prince James Zamora	MINISTRESS OF SOCIAL ACTIVITIES Imperial Princess Nancy Gross	LORD HIGH CHAMBERLAIN Imperial Prince Vince Cozzitorti
MINISTER OF ENTERTAINMENT Imperial Prince Steve Maidhoff	MINISTRESS OF THE GEARY COLONIES Imperial Princess Bobby Franklin	LADY HIGH CHAMBERLAIN Empress XI de San Francisco Flame
MINISTER OF THE CASTRO COLONIES Mr. Cowboy VIII Bob Page	MINISTER OF SPORTS Imperial Prince J. C. Cunningham	LORD HIGH PARLIAMENTARIAN Imperial Prince Bil Chapman
MINISTER OF MARKET STREET Imperial Prince Tommy Turner	MINISTER OF FUNDRAISING Imperial Prince Bob Golovich	LADY HIGH PARLIAMENTARIAN Empress VII de San Francisco Jonni
MINISTRESS OF MARKET STREET Mr. Circus-Circus/Imperial Princess Ricketts	MINISTER OF POLICE H.I.H. Baron of the Golden Gate Rich Carle	MINISTRESS ADVISOR TO THE EMPRESS H.I.H. Czarina de Polkstrasse VooDoo
MINISTRESS OF THE FOLSOM COLONIES Imperial Princess Pushy Phyllis	MINISTRESS OF POLICE Imperial Princess Pat McGonigle	MINISTRESS SECRETARY TO THE EMPRESS Imperial Princess Gene Forrest
MINISTRESS OF THE MISSION COLONIES Imperial Princess Emerald	MINISTRESS OF WELFARE Imperial Princess Tenderloin Tessie	MINISTER OF CASTRO Imperial Prince Bob Pace
LORD HIGH EXECUTIONER AND MINISTRESS OF THE TENDERLOIN COLONIES H.I.H. Prince Clarence/Princess Mahogany	MINISTER OF AGRICULTURE H.I.H. Prince of the Double Eagle Richard Rubin	MINISTRESS OF CASTRO Imperial Princess Heidi
MINISTER TO THE BIKE CLUBS H.R.M. King Father of California Jim Smith	MINISTER OF MUSIC H.I.H. Viscount of Geary Dick Bumpus	LADY HIGH MINISTRESS OF THE IMPERIAL PALACE AND ESTATES Empress III de San Francisco Shirley
MINISTER OF TRANSPORTATION Imperial Prince Rick Hansen	MINISTER OF LETTERS Imperial Prince E. Lee Clifton	LORD HIGH MINISTER OF THE IMPERIAL HOUSEHOLD Imperial Prince Matthew Edwards
MINISTER OF THE POLK COLONIES Imperial Prince Robert L. Reed	MINISTER TO FOREIGN COURTS H.R.M. King Father III of California Frank McClure	LADY HIGH MINISTRESS TO HER MAJESTY Imperial Princess Jaime
MINISTER OF THE CENTURY Imperial Prince Paul Bernstein	MINISTRESS TO FOREIGN COURTS H.R.M. Queen Mother V of California Greta Grass	CONFIDANTE TO HER MAJESTY The Princess Imperial Connie
MINISTER OF THE CENTURY Imperial Prince Frankie Garabito	MINISTRESS OF LETTERS H.I.H. Dauphine II de San Francisco Melvina	CONFIDANTE TO HER MAJESTY The Princess Imperial Mae
MINISTRESS AT LARGE H.R.M. Queen Mother IV of California MaMa Peck	MINISTRESS OF CHARITIES Empress I of Portland Rose	CONSORT TO HER MAJESTY Prince Imperial Victor
MINISTER OF PRODUCTION Mr. Cowboy II of California Ron Thompson	MINISTER OF LAW Imperial Prince Michael LeGreir	

**THE RUN OF THE MILL GANG  
IS BACK**

**BOB · PETER · METZ · HARRY · BILL**

**SUTTER'S MILL  
·A SALOON·**

**JIM  
GEORGE  
TIM  
JOE  
CHUCK**

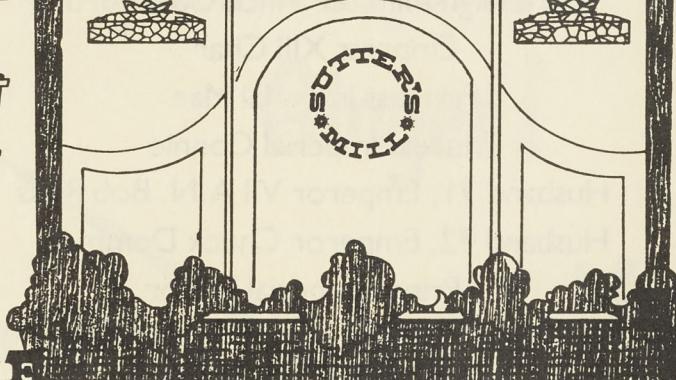


**ROY  
POOH  
KENT  
REGGIE**

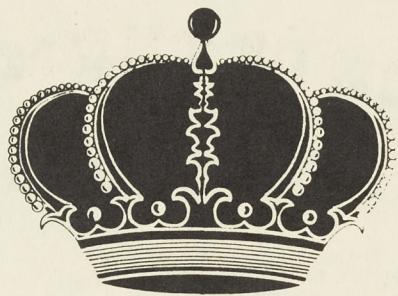
**MICHAEL  
MAUREEN  
PATRICK  
DARRYL**



**KITTY  
JOHN  
MARIQUE  
CHRIS**



**© 30 KEARNY STREET \* SAN FRANCISCO, CA. ©  
397-0121**



## DEDICATION

This evening is dedicated not only to my Parliament and Court but to the following very special people in my life:

The Grand Czarina de Polkstrasse VooDoo

Lord High Minister Matthew Edwards

Empress VII Jonni and Lord High Minister Bil Chapman

Empress III Shirley

Imperial Princess Jaime

Empress IX Frieda

Imperial Great Lady de San Francisco Herman

Lord High Minister Vince Cozzitorti

Empress XIII Char

Princess Imperial Mae

Princess Imperial Connie

Husband #1, Emperor VII A.N. Bob Ross

Husband #2, Emperor Chuck Demmon

My Prince Imperial Victor,  
who has shared my life for 15 years

My Sister Empress XI Flame

My Dear Friend and Co-Chairperson of this Coronation

Queen Mother V of All California Greta Grass

Ginger, Empress de  
San Francisco



Congratulations  
for a Job Well Done!



Best Wishes  
to the  
New Empress



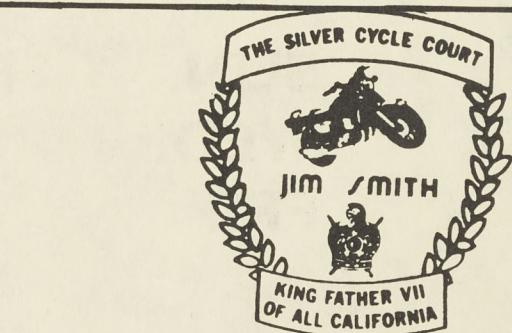
Pushy Phyllis

Push  
1981  
with  
Pushy  
Phyllis

Congratulations  
Ginger!

Thank You

For a Spicy Year



My Best to

Empress XV

Congratulations  
to our New Empress

**CONGRATULATIONS  
TO THE NEW EMPRESS 1980-81**

from the

**Railway Express Saloon**  
and  
**Jimmy, Bob, Big Bird, Rudy**

**On Stage  
at the Railway Show Car**

**SUN.**

**Ruth Hastings and Co.**

**WED.**

**Sharon McNight**

**FRI.**

**Amanda Hughes**

**Railway Express Saloon  
147 Taylor Street  
San Francisco**

**771-5885  
No Cover**

Thank You  
**Prince Consort VICTOR**  
**For Your Patience**



To Our Aunt

Her Imperial Majesty  
Empress XIV de San Francisco

Thank You!

To Our Aunt

Her Imperial Majesty  
Empress XV de San Francisco  
Welcome and Best Wishes!

His Imperial Highness  
Le Baron Premier de San Francisco  
Horst

Ginger's\*  
EDDY AND MASON STREETS  
San Francisco

An inexpensive drinking bar  
for people with money . . .

771-3900



**THE RAM'S HEAD  
117 TAYLOR STREET**

**Congratulations  
XV!**

**SAN FRANCISCO, CA**

**775-6960**

**GORTS**



**BEST  
WISHES**

**THE  
HOB NOB  
700 Geary  
771-9866**



# The Peter Pan Saloon

30 MASON  
982-1928  
SAN FRANCISCO

**THE COUNCIL OF EMPERORS**  
wishes to invite everyone to  
**CORONATION 1980**  
Saturday, September 13

Entertainment for the evening will be  
a special all-male live production

**PRIVY COUNCIL  
DE SAN FRANCISCO**

Empress I Jose  
Empress IV Reba  
Empress VII Jonni  
Empress IX Frieda  
Empress XIII Char

Baroness of the Seven Hills, H.S.H. Henri Von Dieckoff  
Czarina of Polkstrasse VooDoo  
Czarina of Castro Michelle  
Baron I of San Francisco Horst Eichner  
Dauphine II of San Francisco Melvina  
Baron of the Golden Gate Rich Carle  
Lord High Executioner Clarence Nora  
Imperial Great Lady of San Francisco Herman Nieve

*Good Luck  
to all the entrants  
from the active members of  
The Privy Council de San Francisco*

**CONGRATULATIONS  
TO  
EMPRESS XV**

**Big Joe and The Bill White Revue**

Shows  
Thursday thru Sunday  
9:30PM

**THE LANDMARK**

**45 TURK ST.**

**THE  
RAFTERS  
INN SAN FRANCISCO**

**441-4600**

**COCKTAIL LOUNGE  
1035 POST ST**

**RESTAURANT  
40 CEDAR ST**

**ELEANORE'S  
29th & Mission  
647-7744**

**DANCE BAR  
POOL TABLE  
SHUFFLEBOARD  
PIN BALL**



# CREDITS

**CORONATION CO-CHAIRPERSON:** Queen Mother V of California Greta Grass

**MASTER OF CEREMONIES:** Emperor Bob Ross

**MISTRESS OF CEREMONIES:** ACT I - Flame, ACT II - Char, ACT III - Frieda, ACT IV - Greta Grass

**STAGE AND SET MANAGER:** Imperial Prince Steve Maidhoff

**FLOOR MANAGER:** Baron of the Golden Gate Rich Carle

**SOUND:** Bruce Trondson

**MUSIC:** The Record House

**LIGHTS:** Bob Danell

**FLOWERS:** Tenderloin Petals

**DECORATIONS:** Empress XI Flame

**USHERS:** Bike Club Members of San Francisco

**TICKETS:** Greta Grass - Greta's Wooden Horse

**CORONATION POSTER:** Rex of The Ruling Arm

**PROGRAM:** MANAGER: Matthew Edwards, Tavern Guild Director

LAYOUT: Bay Area Reporter

TYPESETTING: Tony Perry

PRINTING: Lou Greene Printers

SALES: Lord High Executioner Clarence, Queen Mother IV of California MaMa Peck, Imperial Princesses Pushy Phyllis and Emerald, Miss Cowgirl Dee Dee Love, Lord High Minister Pat McGonigle

**TABLE CONSTRUCTION:** Bill Lowenthal

**RUNWAY:** Barbary Coasters Motorcycle Club

**BAR:** Tavern Guild of San Francisco, President Wayne Friday, Vice President Jim Bonko, George Banda, Czarina Lorelei

**BANNER DESIGN & EXECUTION:** Rick Thompson and Fred Townson

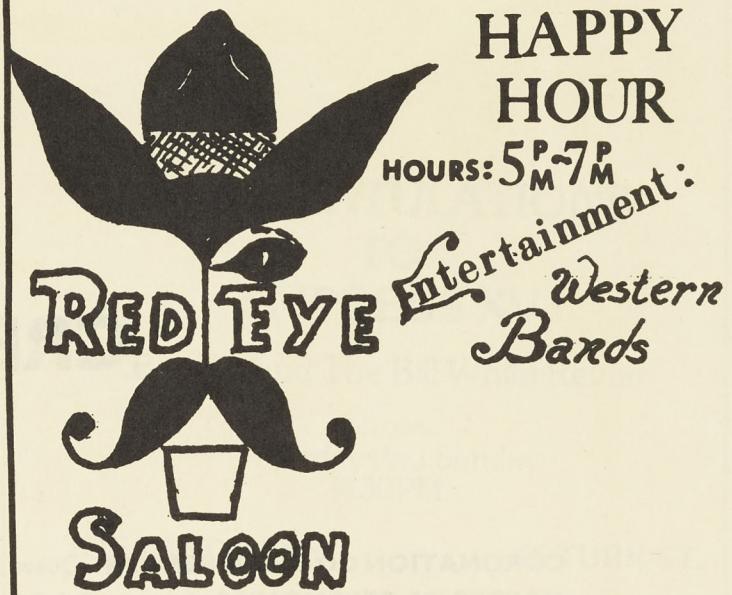
**SPECIAL THANKS** to the following, who, in addition to the above people, served on the Coronation Committee:

Miss Gay San Francisco Gina, Mr. Gay San Francisco Luis, Vice President of the Barbary Coasters Matthew Brown, John Blythe, Mr. Tavern Guild Sweet William, Members of the Imperial Trident Court of Emperor Chuck Demmon

Thanks, Ginger,  
for a well done year!



**ATTITUDE ADJUSTMENT**  
**HOURS: 5 PM 7 PM**  
75¢ COCKTAILS  
ENTERTAINMENT *David Kelsey*



OPEN DAILY 6AM

Sun. 4PM-8PM

"NEW" Brunch on Sat. & Sun

Congratulations  
to Empress XV!

**THANK YOU,  
GINGER**

**CONGRATULATIONS  
EMPRESS XV**

Mr. Cowboy Harry  
Miss Cowgirl Sister Bruce

**GINGER  
FLAWLESS!!!!**

**JOEY**

San Francisco Tavern Guild Foundation

presents

# THE CANDIDATES FOR EMPRESS XV



Tessie

**CONGRATULATIONS**  
**from**  
**LOU GREENE**

**BUTTONS**  
**POSTERS**  
**DECALS**

**543-2228**

**483 Third St.**  
**SAN FRANCISCO**

# BoA.RD

# BAY AREA REPORTER

**NOW IN ITS 10TH YEAR**

**B.A.R. (Bay Area Reporter)**—A well-written, intelligently produced guide to the gay community, featuring news listings, great ads and odd columns. . .

# New West Magazine 1978

**B.A.R. GIVES GOOD...**

# **GRAPHICS!**

# **GAY GRAPHICS! AND TYPESETTING**

**A supplement of  
Bay Area Reporter  
A service for the community  
and the media**

# AUTOGRAPHS

# Gordon's Restaurant

118 Jones  
771-7575

Dining Nitely

Sunday - Thursday      5:30 - 10:30

Friday - Saturday      5:30 - 11:00

Daily Specials

Bar at 5:00PM

*One Block from Golden Gate and Orpheum Theaters*

Ample Parking

Piano Bar Nitely with Open Mike

MASTER CHARGE — BANKAMERICARD — VISA

## Congratulations Winner!

## “Thank You, Ginger”

Ginger Emprezz + 1/2



MY HAND IN LOVE AND FRIENDSHIP